

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A container ~~including~~ comprising:

a main panel having a plurality of substantially straight edges about its periphery, each edge extending angularly from each of two adjoining edges;

a plurality of side walls depending from at least half of the edges of said main panel, said edges having side walls hereinafter referred to as remaining edges, said side walls enclosing a space;

~~wherein~~ one or more of said side walls ~~includes~~ having an outer wall panel and an inner wall panel, said outer wall panel extending from a proximal fold or score line along a remaining edge and said inner wall panel extending from a distal fold or score line remote from the proximal fold or score line and along an opposed edge of said outer wall panel, the combination of panels forming a roll-over wall; [[and]]

~~wherein~~ one or more of said roll-over walls further include ~~one or more~~ at least one removable portion[[s]] operatively removable from the outer wall panel to leave a remaining inner wall portion such that one of the enclosing [[and/]]or strength properties of the container remain substantially unaffected [[upon]] after the removal of any one or more of said removable portions.

2. Canceled

3. Canceled

4. (Currently amended) A container according to claim 1, ~~in which the removable portions are provided on the outer wall panel whereby~~ wherein removal of the at least one removable portion[[s]] from the remainder of the outer wall panel leaves the remainder of the outer wall panel and the entire inner wall panel to provide the structural integrity of the container once the one or more of the removable portions have been removed.

5. (Currently amended) A container according to claim [[1]] 4, ~~in which~~ wherein the removable portion or portions ~~are arranged with~~ comprise a perforation line or line of weakness to facilitate removal of the at least one removable portion from the remaining wall portion, ~~and inner wall panel and the remaining outer wall portion together with the inner wall panel, which is left intact after removal of the~~ at least one removable portion, retain such sufficient structural integrity that the container remains stackable and ~~performing its function in retaining~~ is able to retain at least one of the heat [[and/or]] freshness of its contents [[when]] enclosed therein.

6. (Currently amended) A container according to claim 1, ~~in which~~ wherein at least one of the at least one removable portion [[and/or]] the remaining wall portion includes a silt or slot providing for [[a]] at least one tab ~~or the like~~ to facilitate easy removal of the removable portion from the outer wall panel.

7. (Currently amended) A container according to claim [[1]] 6, ~~in which~~ the at least one tab[[s]] ~~or the like are~~ is provided on the lower surface or edge of the

container and serve the added purpose of allowing the assembled container to sit off a surface (~~such as the top of an oven~~) to allow for ~~[[the]]~~ air circulation ~~of air~~.

8. (Currently amended) A container according to claim 1, ~~in which~~ wherein the at least one removable portion[[s are]] is provided with markings indicating that they constitute an advertising promotion, offer, coupon or token for a reward preferably subject to predetermined conditions being met.

9. (Previously presented) A container according to claim 1, in which the inner wall panel is provided with markings which become revealed upon removal of a removable portion from the outer wall panel.

10. (Currently amended) A container according to claim 1, ~~in which~~ wherein the sidewalls are at equal angles to each adjoining sidewall (~~or joining panel, as the case may be~~) and the side walls have substantially parallel edges such that the main panels are close to a substantially parallel spaced apart disposition, there being three side walls which together with the joining panel constitute a four-sided carton forming a square or rectangular prism and the side walls and joining panel have dimensions selected for the packaging of pizza style pies, and ~~may include~~ further comprises at least one of: ventilation holes, corner reinforcing tabs, or simple single-paneled side walls on the main panel not having the roll-over walls ~~and such like as desired~~.

11. (Currently amended) A container according to claim 1, ~~in which~~ wherein the at least one removable portion is provided with magnetic material to

permit the removable portion to be temporarily attached to a metallic surface ~~such as the ferromagnetic metal of typical white goods.~~

12. (Cancelled)

13. (Currently amended) A blank for a carton ~~including~~ comprising:

two main panels, each main panel being substantially the same shape and having a plurality of substantially straight edges or fold or score lines about its periphery, each edge, fold or score line extending angularly to each of two adjoining edges or fold or score lines, and said main panels being joined to one another by a joining panel having substantially parallel edges each of which constitutes a hinge line in common with one of the fold or score lines of each main panel;

a plurality of side panel assemblies extending from the remaining fold or score lines about said main panels such that at least half of the periphery of both main panels is constituted by a fold or score line from which said side panels extend;

wherein ~~one or more~~ at least one of said side panel assemblies includes an outer wall panel and an inner wall panel, said outer wall panel extending from a proximal fold or score line in common with the fold or score line at the periphery of the adjoining main panel and said inner wall panel extending from a distal fold or score line remote from the proximal fold or score line; and

wherein ~~one or more~~ at least one of said side panel assemblies further includes ~~one or more~~ at least one line[[s]] of weakness circumscribing ~~one or more~~ at least one removable portion[[s]] from a remaining panel portion, the remaining panel portion being sufficient ~~that the enclosing and/or strength properties of~~ to at least one of enclose or support the container when assembled from the blank,

~~remain~~ substantially unaffected ~~[[upon]]~~ after the removal of any one or more of said at least one removable portion~~[[s]]~~.

14. (Withdrawn) A method of promoting goods and/or services including:
providing a container having one or more removable portions; and
providing markings on the removable portions indicating promotional advertising, discounts, prizes, special offers or the like.

15. (Withdrawn) A method according to claim 14, in which at least some of the promotional advertising, discounts, prizes, special offers or the like is from one or more suppliers other than the supplier of the product contained in the container.

16. (Withdrawn) A method according to claim 14, in which the promotional advertising, discounts, prizes, special offers or the like is printed or pre-printed on a removable portion or provided in the form of an adhesive label or sticker and any other like form of marking.

17. (Withdrawn) A method according to claim 14, in which one or more of the removable portions is provided with a unique identifier, preferably a barcode, so that customer acceptance and usage of the promotional offers can be monitored.

18. (Withdrawn) A method of decreasing overheads of a business providing goods in a container, the method including:
providing one or more removable portions in operative association with the container;

obtaining payment from one or more other businesses to advertise other goods and/or services; and

providing markings on the removable portions indicating the advertising of the other businesses thereon whereby the cost of the advertising and at least some of the overhead associated with the production of the container may be offset by the payment obtained from the other businesses.

19. (Withdrawn) A method according to claim 18, in which the container is a container with integral removable portions.

20. (Withdrawn) A method according to claim 18, in which the container is selected from the prior art and has removable portions attached thereto.

21. (Withdrawn) A method according to claim 20, in which the removable portions are attached to the container in the form of stickers.

22. (Withdrawn) A method according to claim 18, in which one or more of the removable portions is provided with a unique identifier, preferably a barcode, so that customer acceptance and usage of the promotional offers can be monitored.

23. (Currently amended) A container ~~including~~ comprising:
two main panels, each substantially the same shape and having a plurality of substantially straight edges about its periphery, each edge extending angularly from each of two adjoining edges, and said main panels being joined to one another by a joining panel having substantially parallel edges each of which constitutes a hinge line along one of the edges of each said main panel;

a plurality of side walls depending from at least half of the edges of said main panels other than those ~~[[in]]~~ having a common edge with the hinge line, said edges having side walls hereinafter referred to as remaining edges, said side walls and said joining panel enclosing a space between said main panels when said main panels are pivoted towards one another to define the enclosed space;

wherein ~~one or more~~ at least one of said side walls includes an outer wall panel and an inner wall panel, said outer wall panel extending from a proximal fold or score line along a remaining edge and said inner wall panel extending from a distal fold or score line remote from the proximal fold or score line and along an opposed edge of said outer wall panel, the combination of panels forming a roll-over wall; and

wherein one or more of said roll-over walls further include ~~one or more~~ at least one removable portion[[s]] operatively removable from to leave a remaining wall portion such that at least one of the enclosing ~~[[and/]]~~ or strength properties of the container remain substantially unaffected ~~upon~~ after the removal of any one or more of said at least one removable portion[[s]] from said roll-over walls.

24. (Currently amended) A container according to claim 23, ~~in which~~ wherein one of the main panels constitutes a base panel and the other a cover panel and all of the remaining sidewalls of one of the main panels is provided with sidewalls in which the at least one removable portion[[s]] ~~are provided on~~ comprises a portion of the outer wall panel whereby and wherein removal of the at least one removable portion[[s]] from the remainder of the outer wall panel leaves the remainder of the outer wall panel and the entire inner wall panel to provide ~~[[the]]~~ structural integrity of the container once the one or more of the at least one removable portion[[s have]] has been removed.

25. (Currently amended) A container according to claim 23, ~~in which~~ wherein the at least one removable portion[[s]] ~~are provided on~~ comprise a portion of the outer wall panel ~~whereby~~ and wherein the removal of the at least one removable portion[[s]] from the remainder of the outer wall panel leaves the remainder of the outer wall panel and the entire inner wall panel to provide [[the]] structural integrity of the container once the one or more of the at least one removable portion[[s have]] has been removed.

26. (Currently amended) A container according to claim 23, ~~in which~~ wherein the at least one removable portion[[s are]] is arranged with a perforation line or line of weakness to facilitate removal from the remaining wall portion and inner wall panel and the remaining outer wall portion together with the inner wall panel, which is left intact after removal of the removable portion, retain sufficient structural integrity that the container remains stackable and ~~performing its function in retaining~~ is able to retain at least one of the heat [[and/]]or freshness of its contents [[when]] enclosed therein.

27. (Currently amended) A container according to claim 23, ~~in which~~ wherein at least one of the at least one removable portion [[and/]]or the remaining wall portion include a silt or slot providing for a tab ~~or the like~~ to facilitate ~~easy~~ removal of the at least one removable portion from the outer wall panel.

28. (Currently amended) A container according to claim [[23]] 27, ~~in which~~ wherein the tabs or the like are provided on the lower surface or edge of the

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container and ~~serve the added purpose of allowing~~ allow the assembled container to sit off a surface (~~such as the top of an oven~~) to allow for ~~[[the]]~~ air circulation ~~of air~~.

29. (Currently amended) A container according to claim 23, ~~in which the~~ at least one removable portion~~[[s are]]~~ is provided with markings indicating that they constitute an advertising promotion, offer, coupon or token for a reward preferably subject to predetermined conditions being met.

30. (Previously presented) A container according to claim 23, in which the inner wall panel is provided with markings which become revealed upon removal of a removable portion from the outer wall panel.

31. (Currently Amended) A container according to claim 23, in which the sidewalls are at equal angles to each adjoining sidewall (~~or joining panel, as the case may be~~) and the side walls have substantially parallel edges such that the main panels are ~~close to a~~ spaced apart substantially parallel ~~spaced apart disposition~~, there being three side walls which together with the joining panel constitute a four-sided carton forming a square or rectangular prism and the side walls and joining panel have dimensions selected for the packaging of pizza style pies, and ~~may include~~ further comprises at least one of: ventilation holes, corner reinforcing tabs, or simple single-paneled side walls on the main panel not having the roll-over walls ~~and such like as desired~~.

32. (Currently amended) A container according to claim 23, ~~in which the~~ at least one removable portion is provided with magnetic material to permit the

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removable portion to be temporarily attached to a metallic surface ~~such as the~~
~~ferromagnetic metal of typical white goods.~~